IN THE CLAIMS

Please amend the claims as follows:

1. (currently amended) Network serving device for mediating networked services, comprising:

    -an interface component for receiving a service request message from a portable, electronic terminal (200); wherein said service request message comprises at least a tag identification sequence and a subscriber identification; wherein said tag identification sequence has been received from a radio frequency identification tag;

    -a selection component for selecting one or more services in accordance with said tag identification sequence and said subscriber identification; wherein

    -said interface component is adapted for establishing a connection between said portable, electronic terminal (200) and at least one tag service provider (500) associated with said one or more selected services for operating said one or more selected services.

2. (currently amended) Network serving device according to claim 1, wherein said selection component comprises:

    -a service retrieving component for obtaining service information associated with said tag identification sequence;

    -a subscription retrieving component for obtaining subscription information associated with said subscriber identification; and

    -a checking component for comparing said service information with said subscription information to select one or more subscribed services.

3. (currently amended) Network serving device according to claim 2, wherein:

    -said service retrieving component is adapted to access a service data storage (400); wherein said service data storage (400) comprises a plurality of service information which are associated with at least one tag identification sequence for retrieval; and

-said subscripti n retrieving component is adapted t access a subscription data storage (400); wherein said subscription data storage (400) comprises a plurality f subscription information which is associated with at least one subscriber identification for retrieval.

4. (currently amended) Network serving device according to ~~anyone of the preceding claims~~claim 2, wherein said subscription information comprises classification information which relates to at least one class of services.

5. (currently amended) Network serving device according to ~~anyone of the preceding claims~~claim 1, wherein said interface component for establishing a connection relating to said one or more selected services is adapted to transmit an initiation request to said at least one tag service provider (500).

6. (currently amended) Portable, electronic terminal for accessing networked services, comprising:

-a subscriber identification;

-a radio frequency identification tag reader for receiving a tag identification sequence from a radio frequency identification tag;

-a generating component for generating a service request message in accordance with said tag identification sequence and said subscriber identification; wherein said service request message comprises said tag identification sequence and said subscriber identification, and

-an interface component for transmitting said service request message to a mediating service provider (300) for establishing a connection to at least one tag service provider (500) for operating one or more subscribed services.

7. (original) Portable, electronic terminal according to claim 6, wherein said radio frequency identification tag reader is adapted to receive at least said tag identification sequence and communication related data; wherein said generating component is adapted to generate said service request message in accordance with said communication related data and said interface component is adapted to transmit said service request message in accordance with said communication related data.

8. (currently amended) Portable, electronic terminal according to claim 6 ~~or claim 7~~, wherein

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-said interface component is adapted for receiving a service response message from said at least one tag service provider (500); and

-a user interface is provided for outputting information included in said service response message.

9. (currently amended) System for mediating networked services, comprising:
at least one portable, electronic terminal (200), comprising:

-a subscriber identification;

-a radio frequency identification tag reader for receiving a tag identification sequence for a radio frequency identification tag;

-a generating component for generating a service request message in accordance with said tag identification sequence and said subscriber information; wherein said service request message comprises said tag identification sequence and said subscriber information; and

-an interface component for transmitting said service request message to a mediating service provider (300) for establishing a connection to at least one tag service provider (500) for operating one or more subscribed services; and

a network serving device constituting said mediating service provider (300), comprising:

-an interface component for receiving a~said service request message from said portable, electronic terminal (200); wherein said service request message comprises said tag identification sequence and said subscriber ~~identification~~information; and

- a selection component for selecting one or more services in accordance with said tag identification sequence and said subscriber ~~identification~~information; wherein

- said interface component is adapted for establishing said connection between said portable, electronic terminal (200) and said at least one tag service provider (500) associated with said one or more selected services for operating said one or more selected services~~; and~~.

10. (currently amended) Method for mediating networked services by a mediating service provider (300) comprising:

-receiving a service request message from a portable, electronic terminal (200), wherein said service request message comprises at least a tag identification sequence and a subscriber identification; wherein said tag

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identification sequence has been received from a radio frequency identification tag;

-selecting one or more services in accordance with said tag identification sequence and said subscriber identification; and

-establishing a connection between said portable, electronic terminal (200) and at least one tag service provider (500) associated with said one or more selected services for operating said one or more selected services.

11. (currently amended) Method according to claim 10, wherein said selecting comprises:

-retrieving service information associated with said tag identification sequence;

-retrieving subscription information associated with said subscriber identification; and

-comparing said service information with said subscription information to select one or more subscribed services.

12. (currently amended) Method according to claim 11, wherein

-said retrieving ef-service information comprises accessing a service data storage (400); wherein said service data storage (400) comprises a-plurality-of service information which is associated with at least one tag identification sequence for retrieval; and wherein

-said retrieving ef—subscription information comprises accessing a subscription data storage (400); wherein said subscription data storage (400) comprises a-plurality-of-subscription information which is associated with at least one subscriber identification for retrieval.

13. (currently amended) Method according to anyone-of-the-claims-10-to-12claim 11, wherein said subscription information comprises classification information which relates to at least one class of services.

14. (currently amended) Method according to anyone-of-the-claims-10-to-13claim 10, wherein said establishing comprises:

-transmitting an initiation request to said at least one tag service provider (500).

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15. (currently amended) Method for accessing networked services by a portable, electronic terminal (200), comprising:

-retrieving at least a tag identification sequence from a radio frequency identification tag by a radio frequency identification tag reader connected to said portable, electronic terminal (200);

-generating a service request message in accordance with said tag identification sequence and subscriber information; wherein said service request message comprises said tag identification sequence and said subscriber information; and

-transmitting said service request message to a mediating service provider (300) in order to establish a connection to at least one tag service provider (500) for operating one or more subscribed services.

16. (currently amended) Method according to claim 15, wherein said ~~receiving~~retrieving further comprises receiving communication related data from said radio frequency identification tag by ~~a~~said radio frequency identification tag reader, wherein said service request message is generated and transmitted in accordance with said communication related data.

17. (currently amended) Method according to claim 15 ~~or claim 16~~, comprising:

-receiving a service response message from said at least one tag service provider (500); and

-displaying information comprised by said service response message to a user.

18. (currently amended) Method for mediating networked services by a mediating service provider (300) to a portable, electronic terminal (200), comprising

-receiving at least a tag identification sequence from a radio frequency identification tag by a radio frequency identification tag reader connected to said portable, electronic terminal (200);

-generating a service request message in accordance with said tag identification sequence and subscriber information;

-transmitting said service request message from said portable, electronic terminal (200) to a mediating service provider (300);

-receiving said service request message from said portable, electronic terminal (200) by said mediating service provider (300);

-selecting one or more services in accordance with said tag identification sequence and said subscriber ~~identification~~information; and

-establishing a connection by said mediating service provider (300) between said portable, electronic terminal (200) and at least one tag service provider (500) associated with said one or more selected services for operating ~~said~~ with said one or more selected services.

19. (currently amended) Software tool for mediating networked services, comprising program portions for carrying out the ~~operations~~steps of ~~any one of the claims 10 to 18~~claim 10, when said program is implemented in a computer program for being executed on a microprocessor based component~~, processing device, a terminal device, a communication terminal device a serving device or a networked device~~.

20. (currently amended) Computer program product for mediating networked services, comprising loadable program code sections for carrying out the ~~operations~~steps of ~~any one of the claims 10 to 18~~claim 10, when said program code is executed on a microprocessor based component~~, a processing device, a terminal device, a communication terminal device, a serving device or a networked device~~.

21. (currently amended) Computer program product for mediating networked services, wherein said computer program product is comprising program code sections stored on a computer readable medium for carrying out the method of ~~any one of the claims 10 to 18~~claim 18, when said computer program product is executed on a microprocessor based component, a processing device, a terminal device, a communication terminal device, a serving device or a networked device.

22. (currently amended) Computer data signal embodied in a carrier wave and representing instructions which when executed by a processor cause the steps of ~~anyone of claims 10 to 18~~claim 15 to be carried out.

23. (new) Portable, electronic terminal according to claim 7, wherein said interface component is adapted for receiving a service response message from said at least one tag service provider (500); and

a user interface is provided for utputting inf rmation included in said service response message.

24.   (new) Method according to claim 16, comprising:

receiving a service response message from said at least one tag service provider (500); and

displaying information comprised by said service response message to a user.